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Southern Agriculturist

NASHVILLE, TENN.

The Giant of the South

Its immense popularity is due not only to the fact that every line in it is written for Southern farm families by men and women who know and appreciate Southern conditions, but to the practically unlimited personal service which is given to subscribers without charge.

Every year we answer thousands of questions on hundreds of different subjects—all without charge. When you become a subscriber this invaluable personal service is yours. That is one reason why we have

375,000 Circulation.

TALKS TO FARMER

THOS. F. PECK, Commissioner of Agriculture

Marketing To Best Advantage

When they analyze conditions confronting them at the present time, farmers realize that they must adjust themselves and their work to conform to them. They see that they cannot continue to dump their products on the market in a haphazard way and realize a living profit from their work.

We know that we must have quality, quantity and variety if we are to get the best prices. It is hard for the individual farmer to have the quantity, but all can be had by community co-operative effort.

The problem that must be solved is just how to secure that co-operative effort. Farmers as a rule seem less inclined to community co-operative effort than any other class, but they are rapidly coming to be convinced that such co-operation is the most practical solution of their problem.

I was in Newport, Cooke County, a few weeks ago, and had an opportunity to inspect the canning plant of Stokley Brothers at that place, and to learn something of the history of its development. Their plant now covers several acres, and is modern in every respect. They pack all products of the farm that can be preserved in that way. They manufacture their own cans and their shipping boxes and crates. They have their own heating, lighting and water systems and their own power plant. Their office building, separate from the plant buildings, is a model of convenience. During the shipping season several cars of canned goods are loaded and shipped daily.

I was curious to know how such a big business was developed. W. B. Stokley told me that when they returned to the farm from college, they decided that their margin of profit on their crops, if grown and marketed in the usual way, would be small. They decided that they would try to get closer to the consumer with their products, and to do so, the products should be more thoroughly prepared for the consumer. So the first year they put in a small plant and put up 3000 cans of tomatoes. Each year they have been increasing their capacity and the variety of products canned, until now the can supply anything that can be grown on the farms and packed.

At first they grew on their own farms everything they canned, but their business developed so rapidly that they are now furnishing a fine market for the product of the farmers in a large territory, and giving employment to all the available labor in the neighborhood. They produce a large number of live-stock for their neighbors.

The business of the Stokley

Brothers furnishes a fine object lesson and a feasible plan for community co-operative effort. They have made money from the start and have developed a good local market for their entire section. Their success proves that a community organization could be formed to manufacture the products of the community, or some progressive farmer could take the initiative and provide the market, with profit to himself and the whole community.

It would pay any progressive community to send a committee to the Stokley Plant, study it and its development, and see what a family of energetic, ambitious boys can do and have done. They began in a small way, and have demonstrated to the farmers how they can double their net profits on their work. They have simply employed business methods in their farm operations, by preparing their own and the products of their neighbors for the market in a shape that it is ready for the consumer.

One of the explanations of the small profit of the average farmer is the fact that his product in many instances is dumped on the market without any preparation for the immediate needs of the consumer. The manufacturer develops the marketing or distribution feature of his business as carefully as the production end. When farmers learn to do this they will find success awaiting them. They will seldom succeed otherwise.

Distinguished Visitor

Will Fish, sheriff of Marion, Ark., accompanied by Farmer Mitchell and wife and Wm. Joseph and Lessie Fay, children of Robert Mitchell of the 2d district, was in Selmer Sunday afternoon.

Mr. Fish is a native of Hardeman county, but for a long time has resided in Arkansas. For a number of years he has been sheriff at Marion, Ark. In a recent editorial of the Commercial Appeal, Sheriff Fish was congratulated upon being the best law enforcing officer in the state, and praised him highly for the manner in which he literally cleaned up the county of law-breakers. The article also stated that the mere mention of "Fish" strikes terror to the heart of the law-breaker, and that this courageous officer never let up until he succeeded in landing violators of the laws in jail.

Adamsville Election

In the recent election at Adamsville, the following officials were elected:

J. R. Wesson, Mayor.

H. G. Abernathy, Marshal.

B. W. Wright, Recorder.

Dave Phillips, O. L. Droke, L. T. Jones, R. G. Stanley, A. M. Perkins and W. P. Littlefield, Aldermen.

They will give the town of Adamsville a business administration.

The army of the disabled keeps growing



In Hospitals under Government care

The Red Cross is spending Ten Million Dollars a Year to help the ex-service man and his family —

Annual Roll Call Nov. 11-24, 1921

To bring before the country in visual form the vast problem it is helping to solve, the American Red Cross has prepared for its Annual Roll Call, Nov. 11 to 24, a poster showing how rather than diminishing the total of World War veterans entitled to Federal aid continues to grow. Red Cross Service to these men is costing \$10,000,000 a year.

850 DISASTER DEATH TOLL FOR ONE YEAR

Red Cross Gives \$1,871,000 Relief When 65,000 Families Are Made Homeless.

Forty-three disasters, resulting in the death in the United States of 850 persons and the injury of 2,500 called for emergency relief measures and the expenditure of \$1,871,000 by the American Red Cross during the fiscal year ending June 30, 1921, says an announcement based upon the forthcoming annual report of the Red Cross. These disasters caused property damage estimated at \$30,000,000, affected sixty-seven communities and rendered 65,000 families homeless.

The year's disasters were of varying types, including several which previously had never been thought of as falling within that classification. The Red Cross furnished relief in seventeen fires of magnitude, five floods, seven tornadoes or cyclones, one devastating storm, three explosions, including the one in Wall street; one building accident, two typhoid epidemics, the most serious being that at Salem, Ohio, which affected 9 per cent of the population; one smallpox epidemic, in the republic of Haiti; one train wreck, the race riot at Tulsa, Okla.; the famine in China, emergency relief in famine among the Indians of Alaska, the grasshopper plague in North Dakota and an earthquake in Italy.

Pueblo Most Serious

By far the most severe of the disasters in the United States during the period covered by the Red Cross report was the Pueblo flood early in June, 1921. The rehabilitation problem confronting the Red Cross in Pueblo was one of the most difficult in recent years. When the first news of the horror was flashed throughout the country, the American Red Cross National Headquarters responded with a grant of \$105,000 for relief work. Governor Shoup of Colorado, appreciating the long and successful experience of the Red Cross in organizing disaster relief work, placed the entire responsibility for the administration of relief in its hands.

In response to appeals from President Harding, Governor Shoup and other governors of western states and through local chapters of the Red Cross and other community organizations, public-spirited citizens brought the total contributed for Pueblo's rehabilitation to more than \$325,000.

The terrible havoc wrought by the flood waters is a matter of record. More than 2,300 homes were affected and 7,351 persons were left homeless. Estimates of \$500,000 as an absolute minimum for rehabilitation were made by Red Cross officials in charge of the relief work.

Fast Work in Wall Street

The Wall street explosion was notable in that relief workers of the Red Cross were on the scene twenty minutes after the disaster occurred. The race riot at Tulsa also was unique in

disaster relief annals in that because of a small emergency relief fund contributed by the Red Cross, the only relief measures outside the city consisted of the service of social workers, nurses and a trained executive whose object was to assist local forces in directing their own efforts.

In decided contrast with the previous year, only one tornado assumed the proportions of a major disaster. This occurred on April 15, in the border sections of Texas and Arkansas with the city of Texarkana as the center. The significant feature of this disaster relief work was the fact that it covered so much rural territory as to make necessary a large number of relief workers.

The famine in China, necessitating relief expenditures totalling more than \$1,000,000 by the American Red Cross was by far the most serious of the foreign disasters in which the Red Cross gave aid.

Builds Up Its Machinery

In connection with the administration of disaster relief measures, an increasing effectiveness on the part of the Red Cross to deal with emergencies was manifested during the past year. In 328 Chapters of the American Red Cross there have been formed special committees to survey the resources of their respective communities and to be prepared in case of disaster. In others of the 3,402 active Chapters, a network of communication has been formed through which instantaneous relief may be dispatched to any part of the United States.

That its work in this field may be continued with ever greater effectiveness, the American Red Cross is appealing for widespread renewal of membership during its Annual Roll Call, to be conducted this year from November 11 to 24.

LIFE SAVING CORPS ENROLLMENT 10,000

Growth of Red Cross Life Saving Corps throughout the country continued unabated during the last fiscal year, a summary of the year's achievements by that Red Cross Service shows. There are now 100 Corps with a total membership of more than 10,000 members, of which 1,276 are sufficiently skilled in the work to act as examiners. Among the outstanding achievements of the Red Cross in this field during the last year was the organization at the United States Naval Academy, Annapolis, of what is perhaps the largest life saving corps in the world.

Bloodhounds

Theodore Landreth has charge of my bloodhounds. Phone Tump Cole at Lawton. J. A. Sipes, Lawton, Tenn. 4t

"Miss Nancy"

This term is generally supposed to have originated in connection with Anna Oldfield, an actress of the Eighteenth century. Her vanity was so colossal that on her deathbed she requested that her remains be laid in state dressed in "very fine Brussels lace headress, a Holland skirt, with tucker and double ruffles, new gloves, etc."

Frames Should Fit The Face

Correctly fitting frames are almost as important as correctly ground lenses. Therefore we take pains to make sure that the frames fit the face perfectly. The center of the glasses should come exactly opposite the pupils of the eyes. The glasses should not be too wide or too narrow. The bridge should fit the nose so well that wobbling will be impossible.

We are experts in the fitting of glasses and our skill is at your service. If the glasses you now wear do not fit perfectly, bring them to us for adjustment.

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